

FAQS

I Want to Enter! What Else Do I Need to Know?

- There is no entry fee.
- The competition is open to faculty and staff.
- The contestant must be one individual; you can be part of a team, but only one person pitches.
- You will have 3 minutes to persuasively describe your idea to a panel of judges and then 5 minutes to answer questions. Remember to keep it concise, simple and make them want to know more.
- Ideas must be the original work of entrants.
- Q&A will be up to 5 minutes. Remember the judges may ask about the problem you are solving, your product or service, your market/customer, business management, and financials. See evaluation sheet to learn more information.
- By participating in this event, you grant the right and permission of UA staff to use photos, videos, and audio recordings in publicity, including Internet social media.
- Participants must arrive by noon for the lunch event and registration.
- Look for upcoming Pitch Practice events; those are available at cost.
- Application and other information available at: entrepreneurship.ua.edu under the competition, Edward K. Aldag, Jr. Business Plan competition link – faculty/ staff.

Helpful Hints for Best Pitches!

[18 Steps to Creating a Winning Pitch for Investors and Early Customers](#)

[Pitch a Business Idea | Small Business Guide](#)

[How To Start a Pitch Or Presentation](#)

[5 Pitch Mistakes Entrepreneurs Make, and How To Fix Them](#)

[9 Things That Take a Pitch From Good to Great](#)

AGENDA FOR FACULTY/ STAFF COMPETITION

11:30am – 12:00pm	Registration in main floor and networking
12:00pm – 1:15pm	Lunch and Keynote speaker: Edward K. Aldag, Jr.
1:15 – 1:30	Proceed to upstairs room and check in
1:30 to 4:50	Pitch competition
4:50 - 5:30	Judge Deliberations
5:45 pm – 7:00 pm	Awards Reception

DETAILED TIMING FOR FACULTY / STAFF COMPETITION

A total of 10 minutes is allotted for each pitch.

The time breakdown is as follows:

- Contestant Intro – up to 1 minute
- Pitch – up to 3 minutes
- Questions – up to 5 minutes

Judge time for note taking – up to 2 minutes

GROUP 1

1:30 TO 1:40

1:40 TO 1:50

1:50 TO 2:00

2:00 TO 2:10

2:10 TO 2:20

BREAK 2:20 TO 2:30

GROUP 2

2:30 TO 2:40

2:40 TO 2:50

2:50 TO 3:00

3:00 TO 3:10

3:10 TO 3:20

BREAK 3:20 to 3:30

GROUP 3:

3:30 TO 3:40

3:40 TO 3:50

3:50 TO 4:00

4:00 TO 4:10

4:10 to 4:20

4:20 to 5:30 JUDGE DELIVERATIONS

Pitch Competition – Judging Criteria

Participant Information
Contestant:
Name of Business/Idea:

Overall Value of the Business Idea

The goal of the contestant is to get you excited about the value of their business idea within 3 minutes using various information about the product or service and how he/she delivers the information (e.g. clear, enthusiastic, etc.)

Overall Score for the Business Idea (0 to 10, 10 is the highest)

Pitch Content, page 1

Pitching is an art, not a science. Here are some guidelines for you to use in determining the value of the business idea. Enter a checkmark in the “Yes” or “No” box for each of the criteria depending on the information provided or not provided by the contestant. Also, place a checkmark on how that information impacted the value of the business. Note: *We expect contestants to include the Main criteria within their 3-minute pitch. They may address the additional criteria in the Q&A portion of the talk but these items aren’t strictly required.*

Main Criteria (should be within the 3 minutes)	Yes	No	Good	Neutral	Weak
Information about the problem (pain point)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product/service information; how it solves problem (value proposition)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Who will buy it and why (target market)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What’s next? (Potential impact of the prize money and the short-term roadmap including how they will spend money)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The idea is described in a way that is memorable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Additional Criteria (encouraged details that may come during Q&A)	Yes	No	Good	Neutral	Weak
Mention of pricing strategy or business model	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The market and its size	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Competition and competitive advantage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leadership team and background (expertise) – brief introduction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Potential for growth and scaleability or commercialization potential of the idea	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Pitch Delivery, page 2

Enter a checkmark in the “Yes” or “No” box for each of the criteria below. Also, place a checkmark on how that information impacted your overall view of the business idea.

Delivery Criteria	Yes	No	Good	Neutral	Weak
Told a story (not a list)					
Provided examples					
Spoke clearly, used easy to understand language					
Relates to audience					
Enthusiastic, passionate about the idea, full of energy					

Feedback to share with presenters (what went well, what could be improved)